

realappeal®



# Lasting weight loss without turning your life upside down

Look better. Feel better. **GET REAL!**

**R**eal Appeal is a brand new weight loss and healthy lifestyle program available at absolutely NO COST to you and your spouse if you're covered under the City's Healthcare plan!\*

You and your spouse could lose up to **10, 20, 30 lbs.** or more...and it only gets better from there!

## Small steps. Epic results.

Whether you and your spouse are looking to drop just five pounds, shed serious weight and inches or tackle other health issues, Real Appeal is right for you! You and your spouse can get started by enrolling at [cityofmilwaukee.realappeal.com](http://cityofmilwaukee.realappeal.com) using a smartphone, tablet or personal computer.

Earn Healthy Rewards points for participating in Real Appeal! Visit [DER's website under 2016 Benefits](#) to learn more.

**Let's be real:** weight loss can be challenging. And keeping those pounds off for the long-term can seem impossible. What if we told you that *it's not just about what you eat and how often you exercise?* It's true! But don't worry, Real Appeal isn't some crazy diet or insane exercise program. It's the result of 20 years and 800 million dollars' worth of weight loss research to discover what really works to help people lose weight.

Real Appeal's approach is simple, smart, and helps you make small changes – changes that you can easily live with – for lasting weight loss results. Plus, Real Appeal puts you on the road to serious health benefits like the prevention of obesity-related diseases such as hypertension and Type 2 diabetes.

Real Appeal is **the** real life solution for **your** real life transformation.

## A Personal Transformation Coach for an entire year.

With Real Appeal, you get your very own Transformation Coach who guides you through the program step-by-step. Your coach works with you to customize the program to *your* needs, your personal preferences, your individual goals, and *your* medical history. The best part? You have **access for a full 52 weeks!** So whether you're losing, maintaining, or looking to lock in your results, you always have all the support and motivation you need.



Amanda K.

ALL THIS!  
At no cost  
to you!\*



Plus, your  
very own  
transformation  
coach!

\*Real Appeal is offered at no cost to you, your spouse/domestic partner and dependents 18 and older as part of your City of Milwaukee UnitedHealthcare benefit plan.



# Everything you need to **succeed**

When you sign up, you'll get the Real Appeal Success Kit delivered right to your door. It's filled with everything you need to kickstart your weight loss and keep those numbers on the scale moving in the right direction.

## The kit includes:

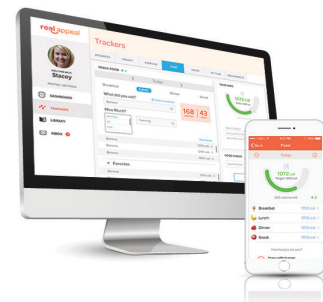
- ✓ **Real Success Guides (2):** that lay the program out for you step-by-step
- ✓ **Real Foods Nutrition Guide:** packed with delicious recipes, 5-minute meals, even healthy fast food picks
- ✓ **Real Moves Guide:** includes walking programs and simple activity tips
- ✓ **Real Moves DVDs (12):** cardio, strength, flexibility, and abs programs for all fitness levels!
- ✓ **Personal One-Shot Blender:** for making shakes and snacks on-the-go
- ✓ **Easy-to-Use Cooking Tools:** measuring cups and spoons, digital food scale, the "Perfect" Portion Plate
- ✓ **Resistance Bands and Pedometer**
- ✓ **Real Appeal Water Bottle**
- ✓ **Electronic Body Weight Scale**

Real Appeal is available to City of Milwaukee employees, spouses and domestic partners, and dependents 18 and older with UnitedHealthcare insurance and a BMI of 23 or greater.

## An online **VIP experience** at your fingertips.

The Real Appeal online experience helps you stay accountable to your goals by giving you access to 24/7 support and tracking tools.

Staying involved, motivated and successful has never been easier. Plus you'll be able to join an online Success Group with others just like you on the road to reap the rewards of Real Appeal! You'll have *all* this at your fingertips—on your smart phone, computer, or tablet—*all* the time:



- **Weekly Real Appeal All-Star Show** – a highly entertaining and informative online program featuring healthy tips from your favorite celebs, TV stars, athletes and health experts.
- Comprehensive, searchable database of over 600,000 foods including meals from your favorite restaurants.
- **Success Group support** – chat with people just like you on the Real Appeal program!
- Customizable food, activity, weight and goal trackers.
- **Unlimited access** to digital content, including streaming workout videos.
- **Weekly analysis**, feedback and goal reporting.
- **Mobile app** for anytime, anywhere access on your smart phone.

## Sign Up Now!

Real Appeal is the premium step-by-step, personalized program that will entertain and inspire you to make *positive, lasting changes* for a better body and a healthier, happier life. Lose all the weight you want and live the life you deserve. You'll feel great and look the very best you ever have.

The changes begin as soon as you start. Sign up today using a smartphone, tablet or personal computer at  
**cityofmilwaukee.realappeal.com**